

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A method for limiting dissemination of multi-media content in an online game, the method comprising:
 hosting, for transmission, multi-media content designated as goal-activated content;
 transmitting the goal-activated content to the client upon a client request; and
 instructing the client to delete the goal-activated content stored on the client.
2. (Previously Presented) The method of claim 1, wherein transmitting the goal-activated content comprises transmitting the goal-activated content to the client in response to a determination that a player associated with the client has fulfilled a goal.
3. (Previously Presented) The method of claim 1, further comprising receiving a history profile from the client.
4. (Previously Presented) The method of claim 3, wherein instructing the client to delete the goal-activated content comprises instructing the client to delete goal-activated content stored on the client in accordance with the history profile.
5. (Currently Amended) The method of claim 1, further comprising ~~of~~ encrypting the goal-activated content prior to transmission to the client.

6. (Currently Amended) A method for limiting dissemination of multi-media content transmitted by a server in an online game, the method comprising:
 - requesting multi-media content designated as goal-activated content from the server;
 - receiving the goal-activated content from the server;
 - receiving an instruction from the server to delete goal-activated content; and
 - deleting the goal-activated content.
7. (Previously Presented) The method of claim 6, wherein receiving an instruction from the server to delete goal-activated content comprises receiving, upon initialization of an executable program, an instruction to delete the goal-activated content.
8. (Previously Presented) The method of claim 6, further comprising
 - maintaining a history profile having information about content received from the
server and
 - sending the history profile to the server.
9. (Previously Presented) The method of claim 8, wherein receiving an instruction from the server to delete goal-activated content comprises receiving an instruction to delete the goal-activated content in accordance with the history profile.
10. (Previously Presented) The method of claim 6, wherein receiving an instruction from the server to delete goal-activated content comprises receiving an instruction to delete all goal-activated content.
11. (Previously Presented) The method of claim 6, further comprising determining that a player has fulfilled a goal.

12. (Previously Presented) The method of claim 11, wherein requesting goal-activated content from the server comprises requesting goal-activated content in response to the fulfillment of the goal.
13. (Currently Amended) A method for limiting dissemination of multi-media content transmitted by a server to a client in an online game, the method comprising:
 - responding to a request by the client for multi-media content designated as goal-activated content;
 - transmitting the goal-activated content to the client; and
 - instructing the client to delete the goal-activated content.
14. (Previously Presented) The method of claim 13, further comprising
 - determining that a player associated with the client has fulfilled a goal, and
 - authenticating that a player associated with the client has fulfilled the goal.
15. (Previously Presented) The method of claim 14, wherein responding to a request by the client for goal-activated content comprises requesting goal-activated content in response to the fulfillment of the goal, and wherein transmitting the goal-activated content comprises transmitting the goal-activated content to the client in response to the authentication.
16. (Previously Presented) The method of claim 13, further comprising
 - receiving a history profile maintained by the client, the history profile including information about content received from the server.
17. (Previously Presented) The method of claim 16, wherein instructing the client to delete the goal-activated content comprises instructing the client to delete goal-activated content in accordance with the history profile.

18. (Previously Presented) The method of claim 13, wherein instructing the client to delete the goal-activated content comprises instructing the client to delete all goal-activated content.
19. (Previously Presented) The method of claims 13, wherein instructing the client to delete the goal-activated content comprises instructing the client to delete all goal-activated content upon initialization of an executable program by the client.
20. (Currently Amended) A computer-based multi-media content dissemination-limiting apparatus comprising:
 - a non-volatile memory element storing data representative of multi-media content designated as goal-activated content;
 - a transceiver for receiving a connection request from a remote client on a network;
 - a processor for determining that the goal-activated content is to be transmitted to the client;
 - the transceiver transmitting the goal-activated content; and
 - the transceiver transmitting a deletion instruction to the client.
21. (Currently Amended) A method for controlling access to multi-media content by clients in a multiplayer game, the method comprising:
 - maintaining a state for each player in a multiplayer game;
 - storing multi-media content for distribution to clients associated with the players in the game, including storing content in association with each of a plurality of states that can be reached by at least some of the players;
 - determining that a first player associated with a first client has reached a first state,
 - and

permitting access to said multi-media content ~~[[if]]~~ by the first player ~~[[has reached the first state]]~~.

22. (Previously Presented) The method of claim 21, wherein the state for a player comprises a fulfillment of a goal in the game.
23. (Previously Presented) The method of claim 21, wherein determining whether the first player associated with the first client has reached the first state comprises determining whether the player has met goal requirements associated with the first state.